Area of Management students learn by doing. They participate in innovative, real-world projects that not only prepare them to be thought leaders in business, but also benefit the community. Our award-winning faculty are subject matter experts in leadership, entrepreneurship, strategy and other management-related topics. They serve on the editorial boards of scholarly journals such as the *Journal of Management*, *The Leadership Quarterly*, *Family Business Review*, and *Group and Organizational Management*, and their work is published in journals such as the *Academy of Management Journal*, *Entrepreneurship Theory and Practice*, and *Journal of Management*. Management graduates are successfully placed in a number of industries and work for companies such as Armour Wealth Management, AT&T, Cameron, Coca Cola, Eli Lilly, Southwest Airlines, Target and TWG Insurance.

Our Ph.D. graduates have been hired at top institutions such as Baylor University, Oregon State University, Syracuse University, Texas Christian University, and West Virginia University.

**EXCELLENCE IN ENTREPRENEURSHIP**

“Through real-world educational experiences, our students create business plans and pitch these plans to investors. They also learn from seasoned entrepreneurs who serve as guest lecturers in the classroom.”

*Keith Brigham, Ph.D.*

Area Coordinator

*Kent R. Hance Professor and Executive Director of the Center for Entrepreneurship and Family Business*

**EXCELLENCE IN HUMAN RESOURCE MANAGEMENT**

“HRM graduates are expected to meet the rapidly growing demand of HR professionals by joining businesses in a wide variety of industries. The concentration is a great complement to the programs already offered in the college.”

*Elizabeth Karam, Ph.D.*

Assistant Professor

**EXCELLENCE IN INTERNATIONAL BUSINESS**

“Our students acquire knowledge, perspective and preparation for the fluctuating aspects of dynamic global environments, and develop a greater appreciation of diverse commerce, cultural and social contexts.”

*Hans Hansen, Ph.D.*

Associate Professor

**EXCELLENCE IN LEADERSHIP**

“The Area of Management is committed to developing successful leaders with the support of a new assessment tool, The Leadership Portal, which identifies and develops students leadership abilities.”

*Bill Gardner, Ph.D.*

Jerry S. Rawls Chair in Leadership
CURRICULUM OVERVIEW

Management students learn the principles of planning, organizing and leading business organizations. A combination of coursework, experiential learning opportunities and service learning opportunities enable students to develop competencies that prepare them to excel as a manager at various levels in many types of organizations. Whether they are seeking employment in a large Fortune 500 company, a non-profit organization or in an entrepreneurial endeavor, the management major provides business students with the foundation they need to be successful in any business environment—as leaders, decision makers, and strategic thinkers.

ACADEMIC PROGRAMS

• Bachelor of Business Administration (B.B.A.) in Management (concentrations in Strategic Entrepreneurship and Innovation or Human Resource Management are available)
• Master of Business Administration (MBA) for Working Professionals
• STEM Master of Business Administration (STEM MBA)
• Certificate in International Business*
• Certificate in Leadership*
• Joint Business/Engineering Certificate in Technology Entrepreneurship*
• Doctor of Philosophy (Ph.D.) in Business Administration (concentration in Management)

*Undergraduate Certificate

SAMPLE COURSE TOPICS

• Change and Innovation Processes
• Entrepreneurship
• Ethics
• Human Resource Management
• International Management
• Leadership
• Managing Conflict and Negotiations
• Organization Behavior
• Organization and Management
• Organizational Theory Recruiting
• Strategic Management
• Technology Commercialization

INSTITUTES & CENTERS

Institute for Leadership Research | ilr.ba.ttu.edu
The Institute for Leadership Research (ILR) supports faculty and students in conducting the highest-quality quantitative and qualitative research focused on leadership, management and related issues.

Center for Entrepreneurship and Family Business | cefb.ba.ttu.edu
The Center for Entrepreneurship and Family Business focuses on bringing the next generation of entrepreneurship to the Texas Tech community and our neighbors in the South Plains.

MANAGEMENT STUDENT ORGANIZATIONS

• Sigma Iota Epsilon (SIE) | sie.ba.ttu.edu
• Society for Advancement of Management (SAM) | samnational.org
• Society for Human Resource Management (SHRM) | lubbock.shrm.org

For a complete list of student organizations, visit studentorgs.ba.ttu.edu.